



CITY OF BEND

Summary

Bend Economic Development Advisory Board (BEDAB)

Monday, August 7, 2017

12:05 pm

Roll Call: Erich Schultz-Chair, Katie Tank-Vice Chair, Dale VanValkenburg, Jamie Klopp, Stephanie Senner, and Will Warne

Jamie Christman, Kevney Dugan, Steve Curley - ex officious

Councilor Russell

1. Public Input

None.

2. Approve June 5 Meeting Minutes

Minutes approved with no changes.

3. Juniper Ridge 101 & Process Changes | Carolyn Eagan

Carolyn Eagan gave the same presentation that was given to Council. Wanted all the Councilors to have same history. There have been recent developments. What does business community want to see the City do next?

What is Juniper Ridge? In 1990 County gave City 1,500 acres. Required a master plan. 10% open space. Rest for public purpose, in this case job creation. Most of land goes beyond city boundary. Only 1.3 of acre (500 acres) is within UGB. Zoned IL (industrial) with sub-employment district zoning on top. Master plan never adopted. 2,300 acres. 1500 + 800 more. Was presented in 2008. Established Urban Renewal area in 2005.

What is in adopted plan?

Overlay zone adopted in 2009. 500 acres in UGB. 306 acres in sub employment district. No longer just industrial. Added R&D, medical labs, professional services, corporate headquarters, education facilities, etc. Wanted a research and development park. But there are other uses allowed. Placeholders in Comprehensive Plan for town center, educational and residential sub-district. An afternoon peak hour vehicle trip limit (entered into negotiation with ODOT) of 700 trips was adopted. \$53 million (2010) in improvements after 700 trips. Requires creation of Transportation Management Association (TMA). Companies have to have a TDM. Will Warne asked how monitored and Carolyn responded they are self

managing. Owner's Association. Stephanie Senner asked if City just wanted to sell property. Answer: Yes and develop next phase.

Owner's Association created in 2010 and formed in 2012. Board of Directors with 7 property/business owners.

CCRs. Can collect property assessment. Manage common area. Enter into contracts. Borrow and use funds to manage. Establish TMA. Little common area (median strips). TMA all businesses must have a TDM plan and have coordinator

Council created a Juniper Ridge Management Advisory Board in June 2008. Last meeting was held in 2014.

Presented land disposition alternatives to Council and the remaining members of the Advisory Board.

- City acts as Master Developer
- Solicit Master Developer/Ground Lease
- Solicit Master Developer/Sell in Phases
- Solicit Master Developer/Sell entire site
- Land sale

Carolyn explained that nothing was chosen. By default chose land sale.

Existing Agreements: 4 lots have been sold. Lot 1, Lot 5, and lot 7 still for sale. 5.25 to 6.22 acres. Others sold this summer. Close to triggering 7 property owners and Board.

Still have 275 acres to develop. They are big lots.

Lot 3: Bend Mailing Services

Lot 4: Thuren Fabrication

Lot 2: Aloha Produce

Lot 6: Kevin Spencer – build to suit. Council wanted to vet. Wanted to know end user but after talking to Spencer, changed mind.

Councilor Russell – was never enough weight for one decision. City had too much to do to be a developer. City now ready to look at well-grounded options.

Issues include railroad and having to drive through residential neighborhoods. City has not committed to build roads. Now will within current area. No sewer capacity beyond initial 7 lots. Sewer rate changed to allow plans to do NE Interceptor. Also approved moving forward with initial design. Not really a heavy industrial site. Right next to neighborhoods and 2 schools. Originally an issue.

Next from past discussions: Build sewer. Build internal street network. Reduce sale price. Build additional access (US 97 interchange and connection to Deschutes Market Rd). State Certification through Business Oregon. Would need to prove that we are shovel ready.

Erich Schultz asked if it wasn't time to relook at, whether City continues as developer.

Once move onto additional 300 acres will go beyond 700 trips. Will need to have 97/ Cooley interchange.

Councilor Russell mentioned the State Transportation Funding bill, a key project is 97 at Cooley. Waiting to make sure it actually happens. Will also ask if funds can be used on north end. Need to understand timing. Will funding cover.

Stephanie Senner mentioned that original hope was OSU Cascade would come in. That did not happen so why is City Holding onto it. Answer: No buyers due to complicated issues. No good choice to unload.

Erich Schultz said 700 trips is a complicating factors. If bought a site and sit on it, and someone built elsewhere, then trips could be used up.

Next steps: Sewer plan updated. Funding. Transportation. Exploring ways to maximize urban renewal plan and funds.

Carolyn mentioned that City does not have a staff person responsible for Juniper Ridge.

Councilor Russell said we were gifted 1500 acres. Have opportunity to give back some acreage to county. Many different ways we could choose to proceed. Dale VanValkenburg said it was a right sizing question and asked if we could really return land.

Carolyn Eagan said need to sit down with ODOT and relook at agreement. Would there be political interest to revisit transportation agreement? Councilor Russell said there have been changes with sewer and roads, some movement. So good time to revisit.

Erich Schultz asked if the city has gone through the exercise of how long would take if City had a buyer. Roger Lee mentioned that there are ODOT restrictions on rural land use and interchanges. Has caused issues. Carolyn Eagan stated we adopted a Master Plan that calls for an interchange that is not legal in state.

Roger Lee – Redmond said they went to state and got a special exemption. Most of IL (industrial land) is in Juniper Ridge. Is a big deal. There are publically owned lands elsewhere being held for employment. Factor in so that deals can made. Is a tool in the tool chest. Need to do homework before proceed.

Will Warne said there is leverage that is not fully utilized. To him is timing and leverage. What are alternatives?

Councilor Russell mentioned 97 and railroad. Changes coming. Need to real evaluate.

Stephanie Senner wanted to know what is being asked of BEDAB. What questions should we be asking? Councilor Russell wants some dialogue, presentation with recommendations. Council needs to look at.

Erich Schultz asked if the Executive Management Advisory Board is still in existence. Carolyn Eagan: Yes, but no members. Could be a recommendation to Council to appoint.

Carolyn Eagan said there are options: Doing nothing, sell rest of lot, then subdivide sell more lots. Councilor Russell - Might do a short term, mid term, long term vision.

Erich Schultz suggested looking at what has been brought into UGB as industrial land. Look at in conjunction with Juniper Ridge. North end is a sweet spot per Roger Lee. Erich Schultz cautioned that BEDAB represents more than just developers/

Katie Tank suggested updating 2014 recommendations to a 2017 reality. Stephanie Senner suggested putting people on the Board and have them do update. Dale VanValkenburg said Executive Management Board or subcommittee on BEDAB.

Kevney Dugan mentioned that seems daunting for BEDAB to do without expertise.

Erich Schultz suggested that BEDAB digest between now and next meeting and bring back topic to next meeting. Carolyn Eagan will get some of our questions answered.

Carolyn Eagan mentioned she wants Council to look at again. Land is starting to move and there is movement on other fronts, transportation funding package and planning of Northeast interceptor.

4. Summer Sign Code Discussions & Recommendations | Dale VanValkenburg & Stephanie Senner

Ben gave background:

Sign code clean up questions referred to BEDAB by Council. DT wanted to allow portable year around. Code revision approved for much but two areas wanted more feedback.

Portable signs: Allowed elsewhere and should they be regulated? 3 meetings were held. Is BEDAB okay with recommendations/feedback?

Advocacy discussions/recommendations for temporary signs centered around the following:

*Acknowledge that there are differences, not all commercial zones are the same.
Walkability and customer traffic.*

Would like to see a compelling reason for removing portable signs from temporary sign allowance of 60 days/year with a permit.

Maintain two 60 day temporary permits per year

Allow portable signs as well as banner under temporary permit

As commercial areas in town change and densify, identify some criteria around portable sign suitability (building setback distance?)

Considerations for LEAP process:

Self issuance of certain sign permits?

Provide an easy way to determine which sign district customer is in.

Katie Tank read business comments. Portable signs important to businesses. Balance between need of businesses and everyone can't have signs everyone. Middle ground between free for all and regulation.

Councilor Russell said Council is not will to open up discussion on whole code, only small pieces. Come in with scalpel rather than opening up whole thing.

Ben: some things more long term. Only looking at temporary signs code changes and non-conforming signs.

Non-conforming signs:

Staff proposed: Remove "totally" and removing exception. Goal is to bring into compliance not penalties.

BEDAB Advocacy: agreed with remove totally. But wanted to keep exception in. Also to add exception to the change of use language in multi-tenant buildings.

Stephanie Senner and Dale VanValkenburg suggested submitting subcommittee recommendations in letter form and include business responses.

Will Warne, Katie Tank and Jamie Klopp: Don't see why allow non-conforming signs. Opportunity to bring into compliance.

Stephanie at first motioned to submit Advocacy recommendations in letter form and include the business responses. Motion was then amended to put forth subcommittee recommendations except for removing the exception language (on non-conforming signs). All approved except for Dale who opposed.

5. Bend Venture Conference Sponsorship | Brian Vierra

Previous EDCO contracts included sponsorship in conference. Removed from contract to allow sponsorship to be at BEDAB's discretion.

Brian provided information on BVC. 14th year of Bend Venture Conference. Last year a new social impact track was added. Was very successful. Exceeded \$4

million total. \$1 million previously. More participants. Set a record with number of companies that applied. Shoot for 100. Stephanie Senner asked how many from Bend. 25 Bend companies applied. Of 10 that received, how much funding for Central Oregon? \$500k. (3 or 4, he thinks).

Erich Schultz mentioned the economic impact of the event. Does bring in several hundred people for a week. Also money coming into companies.

Stephanie Senner questioned what the City (tax payer dollar) get out BVC? To her, philosophically not correct.

Will Warne thinks that the City participating and supporting these types of things is an important catalyst to him. Cannot be done without City support. Knowing that City cares is important. Steve Curley mentioned that it is important to bring awareness to entrepreneurship and economic development. Will Warne said it conveys the spirit that City of Bend supports business diversity.

Katie Tank moved that BEDAB recommend the City be a presenting sponsor at \$6000 level. Stephanie Senner voted no. All others voted yes. Motion passed.

6. BEDAB Opening | Ben Hemson

Ben Hemson mentioned the BEDAB openings and that applications were due soon.

7. Adjourned at 2:11 pm